

> A LEADER IN PHARMACEUTICAL
CARE PROVIDES MEDICATION
MANAGEMENT USING STATE-OF-
THE-ART TECHNOLOGY



NORTEL



A Nortel Contact Center solution helps excelleRx ensure better health-care outcomes as tens of thousands of physicians, nurses and patients rely on the company each day for expert pharmaceutical care.

Case Study

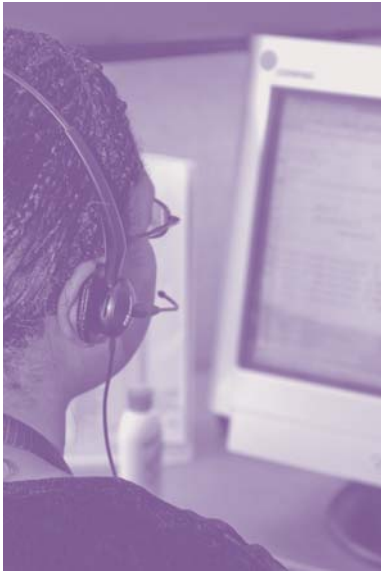
excelleRx

The customer

With its innovative combination of technology and clinical experience, excelleRx, Inc. has become a market leader in pharmaceutical care for niche disease markets, including hospice care. Headquartered in Philadelphia, the company employs more than 400 specially-trained pharmacists and pharmacy technicians who serve customers in 48 states. The excelleRx Medication Management Support Centers (MMSCs) rely on a Nortel Virtual Contact Center solution to integrate three locations and deliver 24/7 medication management.

The challenge

To meet the demands of rapid growth, excelleRx is continuously evolving its technology infrastructure. “Five years ago, the process for identifying available pharmacists was very rudimentary,” remembered Michel Cinque, excelleRx Chief Pharmaceutical Care Officer. “Queuing between sites was a challenge, and managing the calls in the queues was done manually. We had no robust way to track our performance. In addition, excelleRx has been growing in new directions,” Cinque continued. “We needed the ability to create new skillsets, separate from our core business, to prepare us for future growth.”



"It is critical that nurses can get to us quickly and efficiently, because the patient populations we serve often require urgent care. With Nortel, we have continued to innovate."

— Michel Cinque, Chief
Pharmaceutical Care Officer,
exelleRx

The solution

The Nortel Contact Center solution and Nortel CallPilot Unified Messaging are creating more efficient ways for excelleRx to deliver its medication management services.

Communicating with today's excelleRx Medication Management Support Centers is easy and efficient. The company's three state-of-the-art call centers have become one virtual contact center with the Nortel Communication Server 1000M in Philadelphia and Nortel Meridian Option 11 systems at the remote offices in Tempe and Memphis. A nurse, physician or patient seeking excelleRx pharmacotherapy expertise dials a toll-free number, enters identification numbers, and skill-based routing automatically routes the call. For queries such as tracking packages or prescription refills, a pharmacy technician may handle the call. Other times, the call is placed in queue and automatically routed to the next available clinical pharmacist for consultation. Agent screen pops display accurate patient information.

"This system is the backbone of the work that we do," said Cinque. "The contact center receives some 7,500 calls every weekday." Now, excelleRx is evolving the technology further with Nortel speech-enabled self-service applications.

The results

Higher agent productivity: Skill-based routing delivers calls immediately to the most qualified available excelleRx technician or pharmacist anywhere. A balanced workload among agents brings higher employee morale and lower operating costs.

Better customer service: "We have seen improvement both in our average speed to answer and in our average call handling time," said Steve Lemak, Vice-President, IT, excelleRx. "We use the system metrics for everything, as we continually focus on improving the caller's experience."

Flexibility and versatility: "When we experience a spike in call volume," said Lemak, "customized scripting lets us give callers the option to choose voice mail rather than stay in queue. We then use the Nortel CallPilot notification feature to e-mail managers. It works beautifully."

Better center management: The Nortel Contact Center solution provides consolidated views of real-time operations and comprehensive historical reports for improved customer service and lower operating costs.

Conclusion

Adding voice recognition to serve clinicians on the move is the latest in a series of many steps excelleRx has taken to ensure maximum efficiency. excelleRx promises that its customer care center will continue to evolve. The company is also linking its own custom pharmacy software with the Nortel screen pop application and has immediate plans to deploy IP Telephony among all its locations. "Success is the only option for us," said Michel Cinque. "Nortel's infrastructure and innovation have immensely supported our past successes, and are helping further propel us toward future growth."

More information about Nortel can be found on the Web at: www.nortel.com.

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In the United States:

Nortel
35 Davis Drive
Research Triangle Park, NC 27709
USA

In Canada:

Nortel
8200 Dixie Road, Suite 100
Brampton, Ontario L6T 5P6
Canada